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Programme planning

Proposed strategic framework for the period 2008-2009

Part two: biennial programme plan

Programme 23
Public information

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* A/61/50 and Corr.1.

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Overall orientation

23.1 The central purpose of the programme is to help fulfil the substantive aims of the United Nations by strategically communicating the activities and concerns of the Organization in order to achieve the greatest public impact. The responsibility for the programme is vested in the Department of Public Information both at Headquarters in New York and in the worldwide network of United Nations information centres, information components and regional information centres and services, where applicable. The mandate of the Department is contained in General Assembly resolution 13 (I). The Department's work is guided by the priorities laid down by the Assembly and its subsidiary body, the Committee on Information, through resolutions on questions relating to information, the most recent of which are 60/109 A and B. The Department is further guided by Assembly resolution 60/1, entitled "2005 World Summit Outcome".

23.2 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations. To this end and using the Millennium Declaration as well as resolution 60/1 as its guide, the Department will focus on priority issues for the Organization, including the eradication of poverty, conflict prevention, sustainable development, human rights, the HIV/AIDS epidemic, combating terrorism in all its forms and manifestations and the needs of the African continent. As the Department responsible for the communication policies of the United Nations, the Department of Public Information works closely with substantive offices of the United Nations system to deliver effective and targeted information programmes on the aforementioned key areas, including global conferences and observances. It aims to reach audiences worldwide through intermediaries such as the media, governmental and non-governmental organizations, educational institutions, business and professional organizations and other segments of civil society.

23.3 To accomplish its mission, the work of the Department is driven by the following core strategies: a new client orientation that emphasizes a closer working relationship with the substantive departments and offices of the Secretariat and the organizations and bodies of the United Nations system in developing communication campaigns that advance the substantive objectives of the Organization; the targeted delivery of its communication products and services to global audiences, particularly influential opinion leaders and youth; the enhanced use of the latest information and communication technologies, in both the traditional and electronic media, to deliver information directly and instantaneously worldwide; and the building of an expanded grass-roots support base through partnerships with civil society organizations.

23.4 Within this framework, special efforts will be made to ensure that gender mainstreaming is incorporated into the design of public information products and activities, particularly those at the core of the various promotional campaigns for the United Nations system that are spearheaded by the Department.

Subprogramme 1
Strategic communication services

Objective of the Organization: to broaden understanding of and support for the work of the United Nations on priority thematic issues

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Improved quality of media coverage on the thematic priority issues	(a) Higher percentage of balanced or favourable articles
(b) Clients' needs are met	(b) Higher percentage of clients expressing satisfaction with communication services
(c) Improved understanding at the local level of work carried out by the United Nations	(c) (i) Higher percentage of target audiences indicating that their understanding about the United Nations has grown or improved (ii) Increased number of page views to the subprogramme's websites

Strategy

23.5 The subprogramme will be implemented within the Department of Public Information by the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, the network of United Nations information centres, information components and regional information centres and services, where applicable, and the Committee Liaison Unit.

23.6 The objective will be accomplished by providing greater strategic focus to the activities of the Department, including those of the network of United Nations information centres, information components and regional information centres and services, where applicable. Through the client planning process, the priority issues and activities of substantive departments will be identified and communications plans will be developed. These include publicizing key messages and reaching out to target audiences, employing the most appropriate tools. The United Nations Communications Group will be utilized to enhance the coordination of communications activities between the Department and the organizations of the United Nations family relating to these issues.

23.7 In order to generate better informed public opinion on priority issues, information products targeted at specialized media will be created and disseminated in the official languages, and in local languages by the network of United Nations information centres, information components and regional information centres and services, where applicable. Strategic media outreach activities, such as press conferences, interviews with senior officials and other activities, will be organized. Websites in local languages will continue to be created and maintained by the network of United Nations information centres.

23.8 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peace missions.

Subprogramme 2
News services

Objective of the Organization: to strengthen support for the United Nations by increasing the geographic range and frequency of use by media outlets and other users of timely news and information products about the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news and information about the United Nations	(a) (i) Increased number of partnerships with radio and television networks, by language and by region (ii) Increased number of page views to the United Nations website, including the News Centre, by official language
(b) Timely access by news organizations and other users to daily meetings-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of products meeting deadlines

Strategy

23.9 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesman for the Secretary-General and by the network of United Nations information centres, information components and regional information centres and services, where applicable.

23.10 The objective will be accomplished through the timely delivery of accurate, balanced and, where feasible, customized news and information materials and services, namely, radio, television, photographic, print and Internet, to media and other users globally, utilizing new information technologies to reach a wider audience more quickly. Multilingualism and developing-country media will be particular priorities of the subprogramme's outreach efforts.

23.11 New information technologies will also enable the subprogramme to focus on improving access from the field, especially during breaking news. Other benefits from modernization will include enhanced productivity and integration across different media, resulting in a coordinated and seamless multimedia service.

23.12 A cohesive promotional and distribution strategy will build more innovative partnerships with major broadcasters. These collaborations will help meet the needs of a global audience by offering to radio and television networks and to outlets on the Web and other new electronic forms of dissemination quality programmes that reflect the priorities identified by Member States, including the Millennium Development Goals. Special programmes will be produced and distributed, as required.

Subprogramme 3
Outreach and knowledge-sharing services

Objective of the Organization: to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Strengthened and expanded relationships with partners	(a) Increased partnerships with relevant organizations within the United Nations system and externally
(b) Increased awareness of outreach and knowledge-sharing services and products	(b) (i) Maintained level of clients expressing satisfaction with the subprogramme's products and services (ii) Increased number of page views to the subprogramme's websites

Strategy

23.13 The subprogramme will be implemented by the Outreach Division, which includes the Civil Society Service, the Dag Hammarskjöld Library and Knowledge-Sharing Centre, other United Nations libraries, as applicable, the Sales and Marketing Section and the secretariat of the Publications Board.

23.14 These offices will work to inform and stimulate debate on the Organization's priority issues through outreach efforts targeted to the public and in alliance with key partners, including non-governmental organizations, the academic community, educational institutions, depository libraries, other representatives of civil society and the media. They will also work to provide timely and up-to-date information products and services to facilitate the work of Member States, Secretariat staff and researchers and to support internal communications at the United Nations. The offices will provide a forum, through conferences, briefings, exhibits, publications and teaching materials, where intellectual input can be made to policy development by the United Nations and Member States in consonance with the mandates they have endorsed.

23.15 The objective will be accomplished by expanding the Division's relationships with internal and external partners and by involving those audiences in the concerns addressed by the United Nations. Emphasis in the area of information management carried out in particular by the Dag Hammarskjöld Library and Knowledge-Sharing Centre will be based on the needs of clients to access information in support of the goals of the Organization. Increased focus will be placed on coaching and training, support for staff and delegates on information management using technological tools and strengthened internal communications at the global level. Full use will be made of the opportunities provided by information and communication technologies, including the Internet, webcasting and videoconferencing, to reach larger audiences, encouraging their interaction with the Organization and enhancing their access to information about the United Nations and global issues. Management and preservation of the collections of the Library

and digitization of the official United Nations collections will be addressed to ensure improved access and preservation. The Steering Committee for the Modernization and Integrated Management of United Nations Libraries, led by the Department of Public Information, works in partnership with other United Nations libraries to establish common policies, standards and services, including methods for evaluating and measuring the performance of library services.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat (annex I)
59/103	United Nations Disarmament Information Programme
59/309	Multilingualism
59/313	A strengthened and revitalized General Assembly
60/1	2005 World Summit Outcome
60/38	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
60/109 A	Questions relating to information: information in the service of humanity
60/109 B	Questions relating to information: United Nations public information policies and activities
60/118	Dissemination of information on decolonization
60/140	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
60/144	Global efforts for the total elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
60/149	International Covenants on Human Rights
60/222	New Partnership for Africa's Development: progress in implementation and international support
60/252	World Summit on the Information Society